

Message Text

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ACTION COME-00

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FM AMEMBASSY PRETORIA

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INFO AMCONSUL CAPE TOWN

AMCONSUL DURBAN

AMCONSULJOHANNESBURG

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E.O. 11652: N/A

TAGS: BEXP, SF

SUBJ: HEALTH CARE CATALOG SHOW

REF: STATE 148907

1. WE LOOK FORWARD TO STAGING HEALTH CARE CATALOG SHOW BUT
URGE DIFFERENT TIMING.

2. EARLY DECEMBER COINCIDES WITH BEGINNING OF SCHOOL, FACTORY
AND BUSINESS HOLIDAY PERIOD LASTING APPROXIMATELY SIX WEEKS.
APART FROM PRE-CHRISTMAS RETAIL TRADE, THIS IS SLACKEST SEASON
IN YEAR FOR BUSINESS INDUSTRY. WE ARE ASSURED BY BOTH A LEADING
IMPORTER/DISTRIBUTOR OF MSRICAL EQUIPMENT AND SUPPLIES AND BY
DIRECTOR, CAPE TOWN CHAMBER OF COMMERCE THAT NO ONE RPT NO ONE
WILL BE INTERESTED IN VISITING CATALOG EXHIBITION AT THIS TIME
OF YEAR. THEY SUGGESTED ALTERNATIVE MONTHS OF SEPTEMBER/OCTOBER
OR APRIL/MAY AS OFFERING BEST PROSPECT FOR SUCCESSFUL EVENT.
ON ASSUMPTION COMMERCE IS ANXIOUS TO MAKE SUCCESS OF FIRST
TRADE PROMOTION INITIATIVE OF THIS KIND, WE SUGGEST LATE MARCH
IN JOHANNESBURG AND EARLY APRIL IN CAPETOWN. A SECONDARY FACTOR
IN THIS RESCHEDULING IS THAT BOTH CAPETOWN AND JOHANNESBURG
WILL HAVE NEW COMMERCIAL OFFICERS ARRIVING IN LATE 1974 AND
THEY WILL NEED A MODICUM OF TIME TO GET THEIR BEARINGS BEFORE
EMBARKING ON THIS EVENT.

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3. THE CATALOG SHOW AS PROPOSED, WITH "100 TO 150 US MANUFAC-

TURERS" REPRESENTED, PRESENTS JOHANNESZURG WITH A SPACE PROBLEM WITHIN CONGEN ITSELF. ASIDE FROM THE DIFFICULTIES OF KEEPING COMMERCIAL LIBRARY FUNCTIONING NORMALLY DURING THE SHOW PERIOD, THE SHEER NUMBERS OF FORESEEABLE CATALOGS TO DISPLAY CAN HARDLY BE ATTRACTIVELY DISPLAYED WITHIN LIBRARY'S CONFINES. WE ARE THEREFORE TAKING ADVANTAGE OF USIS JOHANNESBURG OFFER OF THEIR EMPTY AUDITORIUM, A ROOM OVER TWICE OUR LIBRARY SIZE.

4. CAPETOWN'S COMMERCIAL READING ROOM PLUS ADJOINING OFFICE WOULD BE ADEQUATE AND SUITABLE, PROVIDING CONNECTING DOOR BETWEEN THESE ROOMS (NOW SEALED SHUT) IS TEMPORARILY REOPENED. COMBINED SPACE AVAILABLE ESTIMATED AT 620 SQUARE FEET. (READING ROOM ONLY ESTIMATED TO BE 380 SQUARE FEET).

5. AS REFTTEL STATES, THIS SHOW WILL IMPOSE A NEW WORKLOAD FACTOR NOT NOW CONTEMPLATED IN THE CRAFG. WE PREFER TO DELAY IF FEASIBLE CERTAIN MARKET-RESEARCH, OR ONE ISSUE OF OUR COMMERCIAL NEWSLETTER, INSTEAD OF TRANSFERRING RESOURCES FROM AREAS SUCH AS TRADE OPPORTUNITIES AND BUSINESS SERVICES. BASIC BUSINESS SERVICES, EG. RECEIVING BUSINESS VISITORS, MUST GO ON THOUGH DELAYS CAN BE DELIBERATELY INCURRED IN ANSWERING TRADE LETTERS AND WTDR AND ADS REQUESTS. WE WILL MAKE MORE SPECIFIC RECOMMENDATIONS ON WORK LOAD ADJUSTMENTS ONCE WE HAVE WASHINGTON VIEWS ON SCHEDULING AND SIZE.
BOWDLER

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